

## CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 565806 /		<u>Alt Order #</u> 07894058
<u>Product</u> OBAMA/P/D SKED A		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> //1536
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/04/12	09/07/12	Let's Make A Deal 9am	9-10am		:30			NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				4	\$135.00			
2	3	09/10/12	09/10/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$135.00			
3	3	09/10/12	09/10/12	Price Is Right	11am-12n		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$210.00			
4	3	09/04/12	09/07/12	Price Is Right	11am-12n		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$210.00			
5	3	09/04/12	09/07/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$210.00			
6	3	09/10/12	09/10/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$210.00			
7	3	09/04/12	09/07/12	CBS Daytime	1228-3pm		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				4	\$210.00			
8	3	09/10/12	09/10/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$210.00			
9	3	09/10/12	09/10/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$140.00			
10	3	09/04/12	09/07/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				4	\$140.00			
11	3	09/04/12	09/07/12	Newschannel 3 News	6-7am		:30			NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$130.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
565806 /	07894058

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	OBAMA/P/D SKED A	//1536

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
12	3	09/10/12	09/10/12	Newschannel 3 News	6-7am		:30			NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$130.00			
13	3	09/10/12	09/10/12	CBS This Morning	7-9a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$100.00			
14	3	09/04/12	09/07/12	CBS This Morning	7-9a		:30			NM	7	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				7	\$100.00			
15	3	09/08/12	09/08/12	Early Show Saturday	9-11am		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$70.00			
16	3	09/09/12	09/09/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$200.00			
17	3	09/09/12	09/09/12	Face the Nation	1030-11am		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$245.00			
18	3	09/04/12	09/07/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/03/12-09/09/12	NewsCha 3 News First @ 4p	358-5pm	-TuWTh-----	:30		<del>\$100.00</del>	NM		
				Credited								
19	3	09/10/12	09/10/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	NewsCha 3 News First @ 4p	358-5pm	M-----	:30		<del>\$100.00</del>	NM		
				Credited								
20	3	09/10/12	09/10/12	Newschannel 3 News	5-530pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$165.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	5-530pm	M-----	:30		<del>\$165.00</del>	NM		
				Credited								
21	3	09/04/12	09/07/12	Newschannel 3 News	5-530pm		:30			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				4	\$330.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	-TuWTh-----	:30		<del>\$330.00</del>	NM		
				Credited								
	2	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	-TuWTh-----	:30		<del>\$330.00</del>	NM		
				Credited								
	4	3	09/03/12-09/09/12	Newschannel 3 News	5-530pm	-TuWTh-----	:30		<del>\$330.00</del>	NM		
				Credited								
22	3	09/04/12	09/07/12	Newschannel 3 News	530-6pm		:30			NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				4	\$155.00			
23	3	09/10/12	09/10/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00

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09/04/12 - 09/10/12	OBAMA/P/D SKED A	//1536

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$155.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	530-6pm	M-----	:30		<del>\$155.00</del>	NM		
	Credited											
E 24	3	09/10/12	09/10/12	Newschannel 3 News	6-630pm		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$245.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/10/12-09/16/12	Newschannel 3 News	6-630pm	M-----	:30		<del>\$245.00</del>	NM		
	Credited											
E 25	3	09/04/12	09/07/12	Newschannel 3 News	6-630pm		:30			NM	3	\$735.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 4 \$245.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	3	09/03/12-09/09/12	Newschannel 3 News	6-630pm	-TuWThF----	:30		<del>\$245.00</del>	NM		
	Credited											
26	3	09/04/12	09/07/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$460.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 4 \$115.00												
27	3	09/10/12	09/10/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$115.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$115.00												
28	3	09/10/12	09/10/12	Late News (M-F)	11-1135p		:30			NM	1	\$385.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M----- 1 \$385.00												
29	3	09/04/12	09/07/12	Late News (M-F)	11-1135p		:30			NM	4	\$1,540.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 4 \$385.00												
30	3	09/08/12	09/09/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$520.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----SS 2 \$260.00												
31	3	09/04/12	09/04/12	NCIS	8-9pm		:30			NM	1	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -T----- 1 \$1,050.00												
32	3	09/04/12	09/04/12	Tuesday Prime	9-10pm		:30			NM	1	\$910.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -T----- 1 \$910.00												
33	3	09/04/12	09/04/12	Tuesday Prime	10-11pm		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -T----- 1 \$700.00												
34	3	09/05/12	09/05/12	Wednesday Prime	8-9pm		:30			NM	1	\$840.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --W---- 1 \$840.00												
35	3	09/05/12	09/05/12	Wednesday Prime	9-10pm		:30			NM	1	\$980.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --W---- 1 \$980.00												
36	3	09/05/12	09/05/12	Wednesday Prime	10-11pm		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --W---- 1 \$700.00												
37	3	09/06/12	09/06/12	Thursday Prime	8-9pm		:30			NM	1	\$910.00

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565806 /	07894058

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Obama/D/President	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$910.00			
38	3	09/06/12	09/06/12	Thursday Prime	9-10pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$980.00			
39	3	09/06/12	09/06/12	Thursday Prime	10-11pm		:30			NM	1	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$910.00			
40	3	09/07/12	09/07/12	Friday Prime	8-9pm		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$630.00			
41	3	09/07/12	09/07/12	Friday Prime	9-10pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$840.00			
42	3	09/07/12	09/07/12	Friday Prime	10-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$700.00			
43	3	09/08/12	09/08/12	Saturday Prime	8-9pm		:30			NM	0	\$0.00
44	3	09/08/12	09/08/12	Saturday Prime	9-10pm		:30			NM	0	\$0.00
45	3	09/08/12	09/08/12	Saturday Prime	10-11pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$420.00			
46	3	09/09/12	09/09/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$910.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	3	09/03/12-09/09/12	Sunday Prime	7-8pm	-----SL	:30	<del>\$910.00</del>	NM		
Credited												
47	3	09/09/12	09/09/12	Sunday Prime	8-9pm		:30			NM	1	\$910.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$910.00			
48	3	09/09/12	09/09/12	Sunday Prime	9-10pm		:30			NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$770.00			
49	3	09/09/12	09/09/12	Sunday Prime	10-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$700.00			
50	3	09/09/12	09/09/12	US Open Tennis Men's Final	4-7pm		:30			NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				4	\$500.00			
51	3	09/05/12	09/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$200.00			
52	3	09/04/12	09/06/12	Newschannel 3 News	5-530pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWT---				3	\$500.00			
53	3	09/09/12	09/09/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,275.00			
54	3	09/09/12	09/09/12	US Open Tennis Men's Final	4-7pm		1:00			NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

Contract / Revision	Alt Order #
565806 /	07894058

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	OBAMA/P/D SKED A	//1536

Advertiser	Original Date / Revision
Obama/D/President	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
E 55 3		09/10/12	09/10/12	US Open Tennis Men's Final 4-7pm			:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				4	\$500.00			
Totals											92	\$29,320.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	92	\$29,320.00	\$24,922.00
<b>Totals</b>	<b>92</b>	<b>\$29,320.00</b>	<b>\$24,922.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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